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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/526,754	03/16/2000	Brett A. Hurt	COREMET-001	1157

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EXAMINER

DURAN, ARTHUR D

ART UNIT

PAPER NUMBER

3622

DATE MAILED: 08/19/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/526,754

Applicant(s)

HURT ET AL.

Examiner

Arthur Duran

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 01 August 2003.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-31 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-31 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____.
- 4) ☐ Interview Summary (PTO-413) Paper No(s) _____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____.

DETAILED ACTION

1. Claims 1-31 have been examined.

Response to Amendment

2. The Amendment filed on 8/1/03 is sufficient to overcome the Angles reference.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-31 are rejected under 35 U.S.C. 103(a) as being unpatentable over Angles (5,933,811) in view of Gerace (5,933,811).

Claims 1, 10, 17, 21, 26: Angles discloses a system, method, server, medium for providing personalized content to an e-commerce customer comprising:
a content management server that receives a query from a customer computer via a data network, the query including the identity of a client and the identity of the e-commerce customer (col 3, lines 45-54; col 3, lines 54-60; col 2, lines 54-58);

the content management server identifying personalized content to be displayed to the e-commerce customer on the customer computer, wherein the personalized content is identified based upon the identity of the client and the identity of the e-commerce customer (col 15, lines 20-31); and

the content management server returning a response to the customer computer via the data network that identifies the personalized content (col 15, line 65-col 16, line 7).

Angles further discloses a processor, memory, user interface, network interface (col 2, lines 45-59; col 9, line 35- col 10, line 42).

Angles further discloses a downloadable web page stored on a client web server comprising an image to be displayed on a customer computer (col 1, lines 33-44).

Angles further discloses retrieving an identity of the e-commerce customer if saved on the customer computer, creating an identity of the e-commerce customer if the identity of the e-commerce customer is not saved on the computer (col 10, line 60-col 11-line 50; col 14, lines 26-34; col 6, lines 58-66).

Angles further discloses that information saved on a user computer has a limited amount of time for use (col 11, lines 17-23).

Angles further discloses tracking consumer activity and responses (col 2, lines 45-50) and sending content to a user based on the user's profile (col 3, lines 5-17) and that the sum of customer's actions can be tracked (col 16, lines 39-45).

Angles does not explicitly disclose that the consumer's can be tracked over a specific time period or the utilization of a session ID to track specific user sessions.

However, Gerace discloses tracking and profiling a user in order to provide targeted content (col 2, lines 1-23). Gerace further discloses the use of a session ID to track a user over specific time periods (col 6, lines 40-45; col 6, lines 60-65; col 6, line 45-col 7, line 23).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Gerace's utilization of session ID's to Angles providing of

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customized content to a user. One would have been motivated to do this because identifying the session or time period that user actions are performed in provides more accurate profiling and targeting of the user.

Claim 2, 11, 22, 27: Angles and Gerace disclose the system, method, server, medium of claims 1, 10, 21, 26, and Angles further discloses that:

the query also includes a secondary identifier that relates to the client; and
the content management server also uses the secondary identifier to identify the personalized content (col 15, lines 20-31; col 15, line 65-col 16, line 7).

Claims 3, 12, 19, 23, 28: Angles and Gerace disclose the system, method, server, medium of claims 1, 10, 17, 21, 26, and Angles further discloses that the identity of the personalized content corresponds to an image to be displayed to the e-commerce customer on the customer computer (col 10, lines 15-20; col 15, line 65-col 16, line 7; col 13, lines 40-46).

Claims 4, 13, 20, 24, 29: Angles and Gerace disclose the system, method, server, medium of claims 1, 10, 17, 21, 26, and Angles further discloses that the identity of the personalized content corresponds to an executable file to be executed by the customer computer (col 15, line 65-col 16, line 15; col 7, line 60-col 8, line 8; col 8, lines 15-20).

Claims 5, 14: Angles and Gerace disclose the system and method of claims 1, 10, and Angles further discloses that the content management server identifies the personalized content via a table lookup operation in which the identity of the e-commerce customer serves as an index (col 15, line 65-col 16, line 15; col 16, lines 15-25).

Claims 6, 15, 25, 30: Angles and Gerace disclose the system, method, server, medium of claims 1, 10, 21, 26, and Angles further discloses a data aggregation server that receives e-

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commerce customer information corresponding to the query from the content management server, the e-commerce customer information including the identity of the client, the identity of the e-commerce customer and the identity of the personalized content and storing the customer information (col 3, lines 45-54; col 3, lines 54-60; col 2, lines 54-58; col 15, lines 20-31; col 15, line 65-col 16, line 7).

Claim 7: Angles and Gerace disclose the system of claim 6, and Angles further discloses a personalization/segmentation database coupled to the data aggregation server, the personalization/segmentation database storing e-commerce customer information for a plurality of e-commerce customers (col 15, lines 20-31; col 16, lines 25-45).

Claim 8, 16, 31: Angles and Gerace disclose the system, method, medium of claims 7, 15, 30, and Angles further discloses:
a content management interface server coupled to the personalization/segmentation database and to the content management server;

wherein the content management interface server supports the association of personalized content to segments of e-commerce customers;

wherein the content management interface server creates an association of personalized content with the segments of e-commerce customers;

wherein the content management interface downloads the association of personalized content with the segments of e-commerce customers to the content management server (col 3, lines 45-54; col 3, lines 54-60; col 2, lines 54-58; col 15, lines 20-31; col 15, line 65-col 16, line 7).

Claim 9: Angles and Gerace disclose the system of claim 1, and Angles further discloses:

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the content management server comprises a plurality of separate server computers, each of which services a particular set of queries (col 13, lines 35-46); and

the system further comprises a load balancing server coupled to the plurality of separate server computers and to the data network, wherein the load balancing server routes queries to the plurality of separate server computers (col 8, lines 20-33; col 13, lines 46-54; col 6, lines 4-15).

Claim 18: Angles and Gerace disclose a downloadable web page as in claim 17, and Angles further discloses receiving a response from the content management server including the address of personalized content (col 15, lines 43-40; col 15, lines 22-25), retrieving the personalized content (col 15, lines 28-31), and presenting the personalized content on the customer computer (col 16, lines 14-15; col 15, lines 28-31).

Response to Arguments

4. Applicant's arguments with respect to claims 1-31 have been considered but are moot in view of the new ground(s) of rejection.

Examiner notes that while specific references were made to the prior art, it is actually also the prior art in its entirety that is being referred to.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

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A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

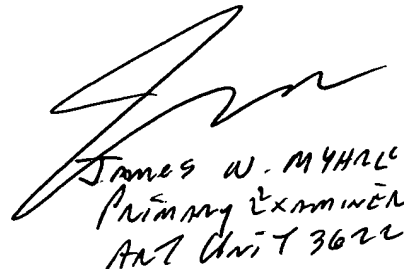
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Arthur Duran whose telephone number is (703)305-4687. The examiner can normally be reached on Mon- Fri, 7:30-4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (703)305-8469. The fax phone numbers for the organization where this application or proceeding is assigned are (703)872-9326 for regular communications and (703)872-9327 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703)308-1113.

AD

August 12, 2003


James W. MYHALL
Primary Examiner
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